



November 18, 2009

Subject: Request for Proposals for Technical Assistance in Renewable Energy Marketing and Communications

To Whom It May Concern:

California has made significant progress in renewable energy development in recent years. The California Energy Commission oversees important programs that add new renewable generation and promote continued operation of existing renewable facilities, including New Solar Homes Partnership, Emerging Renewables Program and Renewables Portfolio Standard. California's success is in part attributed to increased public awareness of renewable energy options and their benefits.

The purpose of this Request for Proposals (RFP) is to solicit proposals from qualified marketing and communication firms with the resources, experience and abilities to provide an array of services that will support the Energy Commission's consumer education activities as a subcontractor under KEMA's Renewable Energy Program Technical Assistance Contract (#400-07-030).

The goals of the Consumer Education Program are to:

- Raise consumer awareness of renewable electricity generation options and their benefits,
- Increase the purchases of small-scale emerging renewable systems installed on customer premises,
- Leverage strategic alliances and partnerships with organizations connected to renewable energy in California and;
- Develop information, products, and processes that promote the renewable energy market in general, including information, products, and processes that add consumer value to renewable energy by verifying and tracking energy generation and verifying retail product claims.

There is currently funding up to \$1,000,000 available for technical assistance in the Consumer Education Program Task, through April 30, 2011. However, the actual budget allotted to a subcontractor is on a Work Authorization-basis as described later in the RFP.

The proposal (electronic) must be received by **4:00 P.M (PDT) on December 17, 2009**. Any questions about this solicitation can be directed to Nellie Tong at 510 891 0446 or nellie.tong@us.kema.com.

KEMA

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1 Background and Funding Availability

In 2008, KEMA was awarded the Renewable Energy Program Technical Assistance contract from the California Energy Commission (Energy Commission). Under this contract, KEMA leads a team of subcontractors to provide overall policy advice, strategic marketing, and technical services related the Energy Commission's Renewable Energy Program. A strong emphasis of KEMA's work has been focused on the Energy Commission's priority programs: the development of the New Solar Homes Partnership, the development of Integrated Energy Policy Reports, the implementation of the Renewables Portfolio Standard, and the development of California's feed-in tariff policy. Moreover, the KEMA team provided sustained support for Western Renewable Energy Generation System and the Emerging Renewables Program.

In this section, KEMA provides a brief description of the Renewable Energy Program and some of its focus areas the marketing and communications subcontractor (subcontractor) are likely to be working in, including New Solar Homes Partnership, Emerging Renewables Program, and Consumer Education Program.

The current funding for technical assistance in the Consumer Education Program Task is \$1,000,000 through April 30, 2011. The actual budget allotted to a subcontractor is on a Work Authorization-basis as described in Attachment A *Work Authorization Sample Format*, governed by the *California Energy Commission Standard Agreement* (Attachment B) and *KEMA, Inc. Independent Contractor Agreement* (Attachment C).

1.1 Renewable Energy Program

The Renewable Energy Program (REP) was created as a result of AB 1890 which directed California's large investor-owned utilities (IOUs) -- Pacific Gas and Electric Company, Southern California Edison Company, and San Diego Gas & Electric Company -- to collect \$540 million from their ratepayers over a four-year period and to transfer those funds to the Energy Commission for renewable resource development.

SB 90 established the Renewable Resource Trust Fund (RRTF) and directed the Energy Commission to administer the funds. In January 1998, the Energy Commission adopted overall funding directives, eligibility requirements, yearly allocations, and specific guidelines to assist REP participants in applying for funding, and the REP began operating.

In September 2002, the Governor also signed SB 1078 creating the Renewables Portfolio Standard (RPS). The RPS initially required retail sellers of electricity to increase their procurement of eligible renewable energy resources by at least one percent per year so that 20 percent of their retail sales are procured from eligible renewable energy resources by 2017. The law was changed in 2006 to increase the RPS targets to 20 percent by 2010. The 2003 Integrated Energy Policy Report (IEPR) recommended developing more ambitious goals beyond 2010.

The years 2003-2006 saw additional legislation adopted that refined the aspects of the REP and consequently, the Energy Commission adopted changes to the program's various guidelines to reflect legislative changes.



Each of the six program elements of the REP requires a variety of contracted technical support activities to help ensure the program elements are implemented and administered effectively and that the legislative mandates are met.

The major categories of work are divided into the following tasks:

Tasks	Description of Task
1	Contract Management and Reporting Requirements
2	Existing Renewable Facilities Program (ERFP)
3	Renewable Portfolio Standard (RPS)
4	New Renewable Facilities Program (NRFP)
5	Renewable Rebate Programs
6	Consumer Education Program
7	Evaluation

The marketing and communications subcontractor is expected to primarily work under Task 6 Consumer Education to support activity in Task 5 Renewable Rebate Programs, including the New Solar Homes Partnership and Emerging Renewables Program, as well as the Energy Commission's responsibilities under Senate Bill 1. As work performed under this contract is on an as-needed basis, there is a possibility that marketing and communications support may be needed under one of the other tasks, though it is not likely to be substantial.

1.2 New Solar Homes Partnership

On January 12, 2006, Governor Schwarzenegger's proposed Million Solar Roofs Initiative was approved in substance by the CPUC and called the California Solar Initiative (CSI). This action was subsequently codified by SB 1, which created the largest solar program of its kind in any state in the nation providing over \$3.35 billion in ratepayer funding over the next 10 years to help California move toward a cleaner energy future and help bring the costs of solar electricity down for California consumers. The goal of the CSI is to increase the amount of installed solar generating capacity in the state by 3,000 megawatts (MW) by the end of 2016. The CSI will be a major source of dependable and environmentally-friendly electricity, and is a major tool in the state's promise to address climate change and meet the Governor's goals to reduce greenhouse gas emissions.

For customers of IOUs, there will be two programs, one administered by the CPUC and one administered by the Energy Commission. The CPUC will be responsible for overseeing incentives to existing residential customers (retrofits), including affordable housing, and all nonresidential customers (also retrofits). The Energy Commission's mandate is to achieve 400 MW of new solar capacity on new, highly energy efficient homes by the end of 2016. The New Solar Homes Partnership (NSHP) was created to achieve this objective, and an advisory committee was formed to provide additional industry guidance particularly during the development of the program. The NSHP intends to provide \$400 million in financial incentives during the program period and non-financial assistance in the form of builder and market support to help create this self-sustaining market. Both programs became operational January 1, 2007.



The Energy Commission's NSHP will work with builders and developers who install photovoltaic (PV) systems on new residential building construction, to incorporate high levels of energy efficiency and high-performing solar systems to help create a self-sustaining solar market where home buyers demand energy efficient solar homes. The NSHP will specifically target single family, multi-family and affordable housing markets. As of late-August, 2009, reservation applications for a total of 7,456 homes have been received under the NSHP. This represents approximately 16.8 MW of potential solar capacity.

The Energy Commission has been working with a public relations firm, Edelman, in the past two years on a public awareness campaign for NSHP. Edelman conducted research and market analysis to specify target audiences, obstacles of past programs and home buyer and builder needs. In addition, the Energy Commission is currently developing a solicitation for continued marketing and outreach support for NSHP, SB 1, and ERP (discussed below) activity.

1.3 Emerging Renewables Program

A primary goal of the Emerging Renewables Program (ERP) is to accelerate market development of specified emerging renewable generation technologies designed to provide part or all of a customer's on-site electrical needs by providing monetary incentives in the form of rebates to reduce the up-front costs of purchasing such technologies.

The ERP replaced the Energy Commission's Emerging Renewables Buydown Program, which focused on four emerging technologies: solar photovoltaics (PV), small wind turbines, fuel cells using renewable fuels, and solar thermal electric generation. Under the Energy Commission's Investment Plan, additional technologies may be added to the list of technologies that qualify for incentives under the ERP. The ERP continued accepting applications for these four eligible technologies through 2006. Effective January 1, 2007, only small wind systems (rated output of 50 kW or less) and fuel cells using renewable fuel, are eligible. The CSI and NSHP, discussed later in the section, have replaced the solar components of both the Energy Commission's ERP and the CPUC's Self-Generation Incentive Program.

Because emerging technologies generally have high up-front investment costs, are not well known in the marketplace and the market infrastructure has not been fully developed, accelerating market activity requires solutions to overcome these barriers. Addressing and prioritizing these market barrier issues can better achieve an orderly and sustainable market development plan. To this end, utilizing limited program funds as efficiently as possible and practicable is critical to the ERP's success.

1.4 Consumer Education Program

Under SB 1038, the Consumer Education Program was created and allocated funds under the REP, to support renewable energy consumer education activities. In May 2004, the Energy Commission revised the Consumer Education Guidebook to clarify the type of activities that qualify for funding, including the development of information, products, and the processes that promote renewable energy markets by verifying and tracking energy generation.

Since 1999, the Consumer Education Program has funded grant projects awarded for renewable energy information and outreach activities; contracts in support and development of public awareness campaigns; and contracts in support and development of WREGIS to address long-term RPS tracking needs; updating renewable energy marketing materials for distribution at workshops, conferences, and tradeshow; and other Consumer Education activities promoting renewable energy.



The primary goals of the Consumer Education Program are:

- Raise consumer awareness of renewable electricity generation and its benefits.
- Increase purchases of small-scale emerging renewable systems installed on customer premises.
- Leverage strategic alliances and partnerships with organizations connected to renewable energy in California.
- Develop and provide credible information, products, and processes that promote the renewable energy market by verifying and tracking energy generation, verifying retail product claims and verifying compliance with renewable energy policies such as the RPS (WREGIS-related goal).

1.5 Additional Reading

Guidebooks for the Renewable Energy Program can be accessed at the following website:
<http://www.energy.ca.gov/renewables/documents/index.html>.





2 Scope of Work

The successful bidder of this RFP will be asked to provide an array of services that will support the Energy Commission's consumer education activities as part of KEMA's subcontracting team of which may include working in consultation with other REO contractors. The successful bidder under the KEMA contract will have the following general objectives:

- A. Understand consumer attitudes, perceptions, knowledge and awareness about renewable energy technologies and their costs and benefits.
- B. Raise consumer awareness about renewable energy resources, available technologies and opportunities in California.
- C. Increase consumer knowledge about the benefits and mechanics of adopting renewable energy technologies.
- D. Through outreach, marketing and education, increase purchases of renewable energy technologies in the state.
- E. Provide other needed technical support that arises for the Consumer Education Program.

Deliverables and Due Dates

All work assignments will be made through specific work authorizations and will specify the schedule of deliverables.



3 Proposal Submittal Requirements

This section provides Bidders with information about how to prepare a Proposal in response to this RFP. Bidders must follow all Proposal format instructions, answer all questions, and supply all requested data.

Proposal Contents

The proposal must include the following contents:

- Cover Letter – The cover letter must include a summary of the bidder's proposal
- Company description – Brief description of the Company
- Proposed Approach – Detailed description of the Company's proposed approach to KEMA's scope of work as outlined in Section 2
- Proposed Personnel biographies and resumes– This section must include brief biographies and detailed resumes of all personnel who might perform work under this contract. Proposed personnel must be full-time or part-time employees of the Company.
- Cost Form – The cost form in attachment D must be filled out that includes all proposed personnel's name, classification (graphic designer, marketing specialist etc.), base hourly rate, loaded hourly rate and estimate percentage of time each personnel will be available throughout the contract.
- Customer References -- Please provide three customer references from recent professional engagements by filling out the Customer Reference Forms in Attachment E.
- Contract Exceptions – Please review KEMA's standard Independent Contractor Agreement (attachment C) and provide any exceptions the Company would need to take
- Examples of Current and Prior Work – Please provide at least two examples of current and prior work that exemplify your approach to this proposal. Samples must have been produced within the last two years. Examples of work products must include the following:
 - Partnership Development: The Bidder is required to present and show its ability to develop partnerships that will result in contributions to the value or effectiveness of the campaign by production homebuilders, local communities, businesses and other entities advancing the REP.
 - Advertising: The Bidder is required to demonstrate experience with identity development and branding materials, the ability to develop print and broadcast advertising, direct mail and collateral materials that will support the public awareness campaign, plan media using syndicated research sources to maximize reach and frequency, negotiate discounted media rates with added value, and secure and place paid and in-kind advertising in a variety of media on a local and statewide basis. The Bidder must demonstrate previous work experience in social or cause marketing.
 - Public Relations: The Bidder is required to present and show the ability to implement media relations and public affairs locally and statewide, as well as the

tactical public relations that would accompany the partnership development aspect of the public awareness campaign.

- Special Events: The Bidder is required to demonstrate an ability to plan and execute special events that would further advance the REP. These events may be tied to specific campaign outreach or public relations efforts.
- Research: The Bidder is required to demonstrate the ability to collect and evaluate existing data and to recommend and implement cost-effective research that will assist in the implementation and ongoing sustainability of the public awareness campaign.
- Collateral: The Bidder is required to demonstrate the ability to develop and produce collateral materials that include but are not limited to brochures, videos, audios, print pieces, and newsletters to support the REP.
- Web sites: The Bidder is required to demonstrate the ability to augment and advance the effectiveness of an outreach campaign with an on-line presence using the Energy Commission's existing Web sites: www.newsolarhomes.ca.gov and www.gosolarcalifornia.ca.gov.

Where and How to Deliver the Proposal

Bidder must send the proposal in electronic format or hard copy:

Electronic submittal must be sent to nellie.tong@us.kema.com with subject title "Proposal to Provide Marketing and Communications Services to KEMA under CEC REP". A confirmed receipt must be obtained from KEMA via email before the proposal due date.

Or

An original proposal and ONE copy (two-side copying preferred) must be delivered by the due date to KEMA via mail or in person to:

Nellie Tong
KEMA Inc.
155 Grand Avenue, Suite 500
Oakland, CA 94612

Due date

All proposals must be received by 4:00 P.M (PDT) on Thursday December 17, 2009.





4 Proposal Evaluation Criteria

Proposals will be ranked based on the Bidders total score.

Evaluation Criteria	Maximum Points
1. Approach to Tasks in Scope of Work	30
2. Bidder's Qualifications (relevant experience and availability)	30
3. Cost	10
4. Examples of Prior Work	10
5. Completeness of Proposal and Presentation	20
MAXIMUM TOTAL POINTS	100



5. Attachments

Attachment A: Work Authorization Sample Format Cost Forms

Attachment B: California Energy Commission Agreement Number 400-07-030 with KEMA Inc.

Attachment C: KEMA Independent Contractor Agreement

Attachment D: Cost Forms

Attachment E: Customer References Forms